

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

July 22, 1944

No. 68

The SEPTEMBER NUTRITION DRIVE seems to be well set for a splendid kick-off when the first of September rolls around. We have mentioned from time to time the various aids that have been prepared for this drive but to make sure you know about the more recently produced materials and those still in preparation list them here.

This week the Office of Distribution mailed out to nutrition committees approximately 5,000 nutrition kits each containing 12 suggested aids for planning and executing nutrition programs: 1. A Statement on Over-all Plans for National Nutrition Month; 2. Suggestions for Mobilizing Community-wide Nutrition Programs for September; 3. Suggestions for Group Discussion of Nutrition; 4. Suggested press release for local adaptation, including a general press release, a release for weekly or small rural papers, a release for urban papers, and another for the Negro press; 5. A suggested radio script "Food Makes a Difference"; 6. A dramatic skit "Nutrition and You"; 7. About 6 pages of quotations usable for fillers in speeches; 8. Some suggested indoor and window food displays; 9. A poster "For Health...Eat some food from each group...every day"; 10. A leaflet "National Wartime Food Guide"; 11. A little newsmat "U.S. Needs Us Strong--Eat the Basic 7 Every Day", and 12. A proof sheet of an ad "Introducing your local nutrition committee", which is suggested for local use.

Other materials, available from Regional Offices of Distribution, that have a bearing on good food habits are as follows: Pamphlets.--Food for Growth (AWI-1); Vitamins from Farm to You (AWI-2); Cheese in Your Meals (AWI-16); Fats in Wartime Meals (AWI-34); Root Vegetables in Wartime Meals (AWI-39); Dried Beans and Peas in Wartime Meals (AWI-47); Green Vegetables in Wartime Meals (AWI-54); Oven-drying--One Way to Save Victory Garden Surplus (AWI-59); Cooking with Soya Flour and Grits (AWI-73); Family Food Plans for Good Nutrition (AWI-78); Potatoes in Popular Ways (AWI-85); Egg Dishes for Any Meal (AWI-89); Home Canning of Fruits and Vegetables in Wartime (AWI-93); How to Prepare Vegetables and Fruits for Freezing (AWI-100); Tomatoes on Your Table (AWI-104); Eat a Good Breakfast to Start a Good Day (AWI-107); Eat a Lunch that Packs a Punch (NFC-8). Posters.--For Work...For Play...Eat Three Squares a Day; Eat the Basic 7 Every Day; Avoid Fatigue; Good Food Means Good Work; and Eat 3 Well-balanced Meals Every Day.

Art work and copy are being prepared for a 4-page leaflet to be sent to retailers suggesting how they can tie in with the September drive at the point of sale; Outdoor Advertising has agreed to get sponsors for 24-sheet billboard ads on nutrition; the early September issue of the Office of Education's bi-monthly publication, Education for Victory, will carry one article on how libraries can cooperate in the September nutrition program, and another directed at schools suggesting how they can do their bit.

* * * * *

SAVING THE GARDEN CROP is the title of a 16 mm. sound movie recently completed and which will soon be sent out to State Extension offices and film depositories. It shows how to store victory garden vegetables at home.

NEW TURKEY PRICES ANNOUNCED In announcing the new Nation-wide maximum based prices for turkeys last week (OPA Press Release 4559), price increases above the new base prices were granted for turkeys marketed from July through October 1944. This was done to encourage early marketing and processing of birds needed by the U. S. Army for domestic and overseas requirements. You may want to play up this feature of the release. Another OPA release (OPA-4547) which may be of special local interest has to do with maximum prices that will be established next fall at country shipping points for lima beans, cauliflower, celery, eggplant, sweet peppers, and tomatoes. This is in line with new Congressional requirements that notice of price ceilings to be established for crops planted annually be given at least 15 days in advance of planting time.

* * * * *

FARM LABOR If you need facts and figures for your own area on which to base farm labor situation stories, take another look at BAE's Farm Labor Report for July 14. It is a 13-page report, mostly statistical, entitled "Farm Employment Lower than Year Ago; Wage Rates Highest of Record." You may want to adapt this information to local use now that farm labor needs have reached seasonal peaks in many areas. You may also want to capitalize on national publicity in your local farm labor recruitment campaigns. The July 22 issue of the Saturday Evening Post carries a full-page ad by Pillsbury Flour Mills Company appealing to city people to help in the food production job.

* * * * *

FARM TENURE IN THE MIDWEST Of special interest to the 13 North Central States should be a bulletin just put out by the University of Illinois, Agricultural Experiment Station, on Improving Farm Tenure in the Midwest (Bulletin 502). It presents the problem and makes specific recommendations on such subjects as Farm Ownership, Continuity on Home Farm, Inflation of Land Prices, Farm-Mortgage Terms, Landlord-Tenant Relations, Soil Conservation, Rents and Wages, Efficient Production, Inadequate Farms, Rural-Urban Communities, and Back-to-the-Land Movements.

- * * * * *

A "NATIONAL WARTIME FOOD GUIDE" (NFC-4---revised) is scheduled to be out within the next 10 days. It discusses foods in the seven basic groups and the format is now such that it can be used as a kitchen pin-up. Some 3-1/2 million copies will be distributed to State and County Committees in quantities already requested. Distribution to housewives will largely be through County Nutrition Committees during the September nutrition drive. Additional copies can be obtained from any of OD's five regional offices or from the USDA Office of Information.

* * * * *

The DAIRY SITUATION for July 1944, issued by BAE, indicates that despite heavy WFA purchases since March 1941 of manufactured dairy products for lend-lease and other purposes, the quantity left for civilian and military uses from 1941-43, with the exception of butter, has been equal to or above the 1935-39 average. This 11-page report includes a statistical summary that you may want to use as a basis for further press and radio material.

THE NATION'S CAPITAL GOES TO WORK ON FARMS is the subject of the July 29 Farm and Home Hour radio program. Connie B. Gay of USDA's Radio Service, John W. Jones, Extension's Farm Labor Recruitment Officer for the D. C. area, and Lt. Jessie B. Jutten of the U. S. Marine Corps will be on hand. Ruth Van Deman will broadcast Food and Homemakers News and other timely information.

* * * * *

COLD FOOD FOR WARM WEATHER is the subject of Consumer Time's July 29 radio dramatization. Listeners will hear some good tips on the preparation of meals that are cooling and nutritious. "Eat to Beat the Heat," an article in the August issue of Consumer's Guide, will be offered to those who want to write to Consumer Time, Washington, D. C. for it.

* * * * *

HOME STORAGE OF VEGETABLES will be discussed on the Blue Network's Victory Gardens program on July 28 by Ernest Moore and Duke DuMars.

* * * * *

INDUSTRIAL FEEDING will be featured on Servel's Fashions in Rations (CBS) radio show July 29. Wallace Kadderly, chief of USDA's Radio Service, in his Food News from Washington, will inform listeners about foods abundant over most of the country and also about new point values on rationed foods for August.

* * * * *

THREE WEEKS AGO this Calendar announced the preparation of a transcription to be used by radio stations during Farm Safety Week (July 23 to 29). The platter has been cut and sent out. So far, 372 requests have been received from 40 States.

* * * * *

24-SHEET BILLBOARDS, over 3,000 of them, will soon be seen throughout the country carrying the message: "Eat the Plentiful Foods--for Healthy Bodies and Sound Budgets." Sketches have already been submitted to Outdoor Advertising, Inc., which concern is contributing these displays in behalf of the food conservation program.

* * * * *

RADIO PLATTERS ON WFFP Plans are under way with OWI in San Francisco for the distribution of two radio platters on fire prevention during August and September on time definitely allocated to OWI for Government messages. Short fire prevention announcements are also being supplied OWI for inclusion in its weekly packets to radio stations.

* * * * *

PEACHES AND ONIONS, in addition to eggs, peanut butter, and citrus marmalade will be plentiful over most of the country this week. Green peas will be plentiful in the West and Midwest; green snap beans, cabbage, and squash in the Northeast and Midwest; and beets in the Northeast, Midwest, and West.

USDA RELEASES OF SPECIAL INTEREST "Corn for War" Program Nets
68,000,000 Bushels--2738; Restriction
Lifted on Purchase and Sale of 1943 Flaxseed--2746; U. S. Gets 66th Trainload
of Mexican Farm Workers--2752; New Medicinal Agent Found in Bright Tobacco--2753;
WFA Reports Death of William G. Meal--2756; Cold Storage Report as of July 1,
1944; Farm Wage Ceilings Established in Three Washington Counties--2758; World
Wheat Stocks Show Decline--2759; National Farm Safety Week--2768; 1944 Support
Price for Cottonseed--2771; Wisconsin Plant (the Cumberland, Wisc., plant of
Stokely Foods, Inc.) Earns "A" Award--2466; 1944-45 Wheat Supply Allocated--
2774.

* * * * *

BAMBI GOES TO BAT AGAINST FOREST FIRES Sets of the Bambi and Ranger
posters, the J. Edgar Hoover and
Wickard news ads, and some new Bambi and Ranger bookmarks are being used by
libraries in the WFFP (Wartime Forest Fire Prevention) campaign. Some 11,000
libraries are on the list to receive these materials. At the present time
they are being sent out to libraries in California, Oregon, and Washington;
they will go to the deep South this fall; the rest of the U. S. has already
been serviced.

* * * * *

